APPENDIX J – PUBLIC AND STAKEHOLDER ENGAGEMENT SUMMARY

From March 2019 to April 2022, staff undertook an extensive community and stakeholder engagement process to inform the preparation of the Broadway Plan.

Over the course of the planning program, over 28,500 engagement touchpoints were counted utilizing a range of in-person and virtual tools and activities. The intention was to reach a broad range of people who live, work, play and learn within the Plan area and beyond. This included 5 surveys, 14 public in-person open houses, and 41 workshop events that focused on neighbourhoods and policy themes.

Particular focus was also placed on underrepresented groups and equity-denied communities. Engagement tools and activities were used to listen and learn from those who may be impacted by decisions, especially diverse, under-represented and under-served voices. Lived experience and local knowledge, particularly the barriers, challenges, and experiences of historically and systematically marginalized communities was also intentionally sought through the planning process.

This appendix provides a summary of the communication tactics, public engagement opportunities, feedback themes, and survey results over the course of the planning program. Links to more detailed engagement summaries for each phase are also provided.

The final Broadway Plan reflects the comprehensive planning analysis and community and stakeholder feedback received over the last three years.



Figure 1: Summary of select engagement activities and notification methods from Phase 1-4.

Through the Broadway Plan process, a diversity of interests was reflected on a variety of topics. Below is an overview of the partners and stakeholders involved. It is important to note that the engagement with the Host Nations and Urban Indigenous communities in Vancouver is ongoing and will continue through the implementation phase of the plan.

- Residents
- Local business owners, operators, Business Improvement Associations, Vancouver Board of Trade
- Governments and agencies
- Council Advisory Committees
- Landowners and Developers

- Vancouver School Board
- Vancouver Coastal Health and Vancouver General Hospital
- Renters
- Youth
- Non-profits and community serving organizations

HOST NATION ENGAGEMENT

The Broadway planning process looked to meaningfully engage the Host Nations. Early and regular communications occurred through the intergovernmental table, where City and Host Nation staff met to discuss and share updates on major areas of work.

As a key part of the Broadway Plan, the project team sent referral letters to the Host Nations early in the process with the intent of working together to help identify and advance their key priorities. City staff met with Tsleil-Waututh Nation staff over the course of the planning program to help shape early directions and partnership opportunities, and the Draft Plan was provided in its entirety for review and feedback.

The City received a variety of comments about the draft Broadway Plan, including suggested new directions, revisions, as well as requests to explain policy intent. Additionally, comments highlighted interest in future partnership opportunities during the implementation phase such as cultural recognition, public art, public realm, and One Water.

Staff recognize the Host Nations' expertise and perspectives as being critical to the development of the Broadway Plan. Staff hope and expect to partner further with the Musqueam and Squamish Nations, and continue to work with Tseil-Waututh Nation through the Plan's implementation phases.

OVERVIEW OF ENGAGEMENT PROCESS (PHASE 1 – PHASE 4)

Between March 2019 and April 2022, staff engaged community members through an in person and online engagement process that involved over 28,500 engagement touchpoints, with over 130 different activities and events, including surveys, walk shops, in-person open houses, workshops, youth events, door-to-door discussions with small businesses, and focused discussions with under represented and equity seeking groups.

Phase 1: Guiding Principles

Between March 2019 and September 2019, there were 40 opportunities to engage in the Broadway Plan planning process. There were a total of 10,360 engagement touchpoints with members of the public. Phase 1 was a listening phase for community members to share what they value about their neighbourhoods and to contribute ideas, interests and opportunities for the Plan. A full list of engagement opportunities, notification methods, and feedback received during this phase is summarized in the Phase 1 Engagement Summary here https://shapeyourcity.ca/14107/widgets/58582/documents/35247

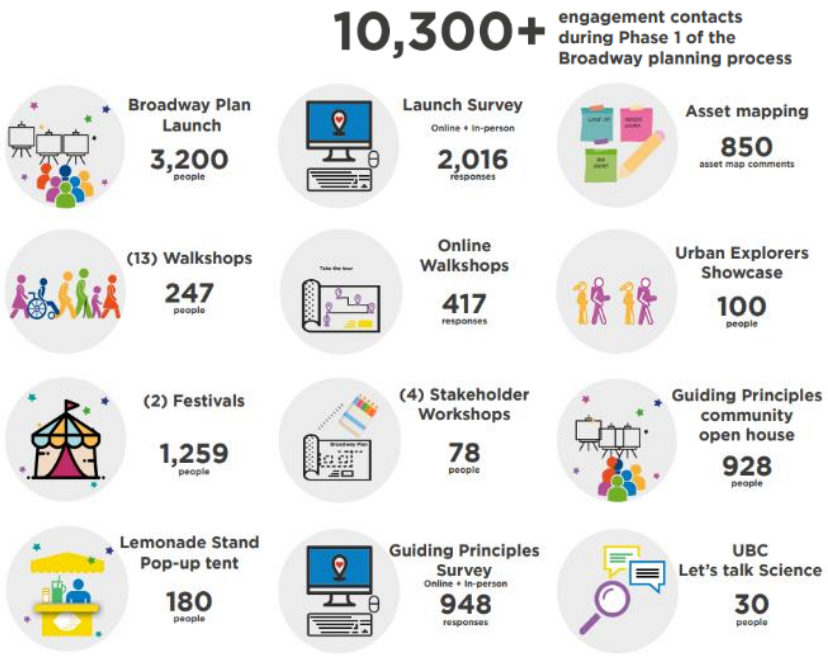


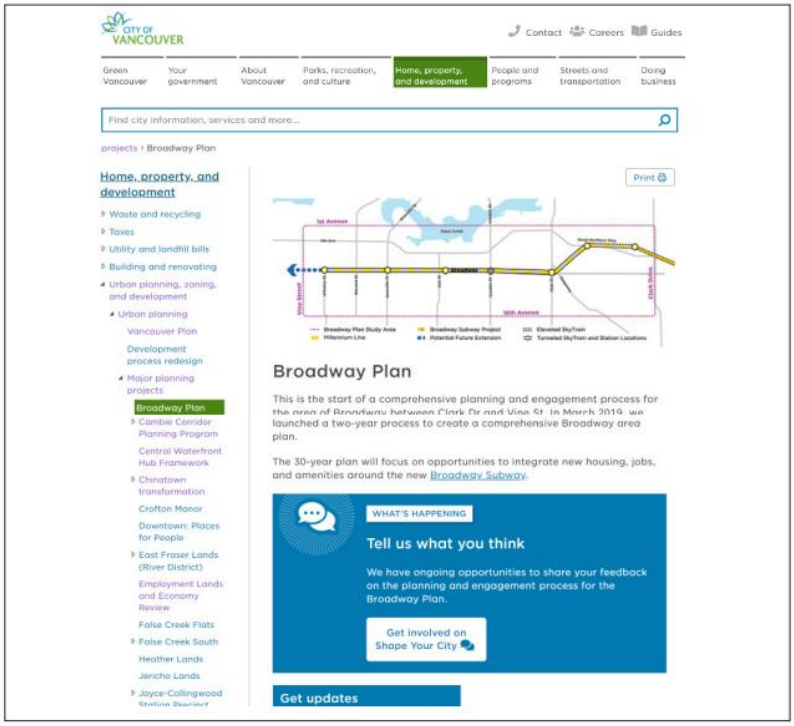
Figure 2: Summary of Phase 1 engagement events from March 2019 to September 2019.

Communications Tactics:

The communications goals during the public engagement phase focused on raising awareness around the Broadway Plan and to encourage people to participate in engagement opportunities. At this point in the planning process, the objective was to learn about the ideas, interests and opportunities across the Broadway Plan's three distinct neighbourhoods and learn how residents hoped the plan could address current and future challenges.

Website (Vancouver.ca/broadwayplan):

A dedicated project webpage was launched at the start of Phase 1 engagement. Over the course of Phase 1, the webpage was regularly updated with additional engagement opportunities and project updates.



Postcard Mail Outs:

Staff distributed postcards via Canada Post notifying all residents (renters and owners), businesses and property owners in the Broadway Plan study area. Over 85,960 postcards were delivered.

99 B-Line advertisements:

Advertisements were placed in the 99 B-Line buses notifying passengers of upcoming engagement.

Newspaper ads:

Newspaper ads were taken out in Vancouver is Awesome and The Georgia Straight advertising Broadway Plan Emerging Direction engagement.

Listserv:

The Broadway Plan email list and Rental Housing email list were used during this phase of engagement as a way to keep the public up to date on engagement opportunities, council notifications, and updates on timeline changes.

Social media outreach:

Social media was used to help expand our outreach, providing another platform for the public to create, share or exchange ideas and issues related to the Broadway Plan study area.

Engagement Opportunities:

Launch In-Person Open Houses:

To kick off the Broadway planning process, five community open houses were held, including in each neighbourhood. These events showcased information about the process, objectives, and how to get involved. There were opportunities to provide input on a variety of topics through a survey, asset mapping and Lego. Over 3,200 people attended the five launch events and 850 asset map comments were received.



Guiding Principles In-Person Open House:

Public events showcased what was heard through Phase 1 engagement, the core community values, and draft guiding principles. There was an opportunity to provide input on the draft principles through a survey (also online). Approximately 1,100 people attended the events.

Walkshops:

A series of 13 ‘walkshops’ were held in neighbourhoods throughout the Broadway Plan study area. These sessions combined a walking tour with an indoor workshop, where community members helped identify the unique qualities of the neighbourhood, what is working well, and what needs attention as part of the planning process. 247 people took part, and a further 417 people provided input through the online version.



Community Festivals:

City staff attended two community festivals, Main Street Car Free Day and Khatsahlano Street Party to raise awareness about the Broadway planning process. 1,260 people visited the Broadway Plan engagement tent during these festivals.

Key Feedback Themes:

Based on the Launch and Guiding Principles survey responses, as well as the other engagement activities, the key qualitative feedback themes on the Guiding Principles phase can be summarised as follows:

- Preserve and enhance the distinctive character of each neighbourhood
- Retain independent and small local serving businesses
- Key shopping streets are cherished (e.g. Main Street, West 4th, and South Granville)
- **Improve transportation** options and street design with a focus on people
- **Walkability** needs to be enhanced, especially on arterials/commercial streets
- Concerns and fear over **displacement** of existing renters due to redevelopment pressures and a desire to retain existing affordable rental housing
- Concerns around **housing affordability** and need for supply of new affordable housing options, including social and supportive housing and purpose-built below-market and market rental
- Consider increased density for more **housing close to rapid transit**
- Concerns and uncertainty about **displacement of arts and cultural spaces** including affordable studio and rehearsal space and artist housing
- Lack of **accessibility for seniors and inclusion** (e.g. housing for homeless persons)
- Provide a **diversity of additional job space** close to rapid transit (e.g. office, light industrial, tech, institutional, and hotels)
- Provide more **parks, green spaces and amenities** (e.g. outdoor presentation space, public art, etc.)
- Need for **sustainable infrastructure** (e.g. electric car charging stations)
- As a street **Broadway lacks character** and should be improved with wider sidewalks, public paces, and interesting shops and restaurants
- Need for amenities and services **to support growth and livability** (e.g., community centres, childcare, libraries, neighbourhood houses, and social services)

Based on this input and city-wide objectives, the Broadway Plan Guiding Principles were prepared and adopted by Council to guide the creation of the Plan, ensuring it incorporates community values.

Talk Vancouver Survey Results:

"When you think about the Broadway Plan area, what do you want it to have in the future? What do you want it to look like? Out of these elements, which are most important to you? (select up to 5)."

1. Walkable
2. Excellent transportation options
3. Affordable places to live

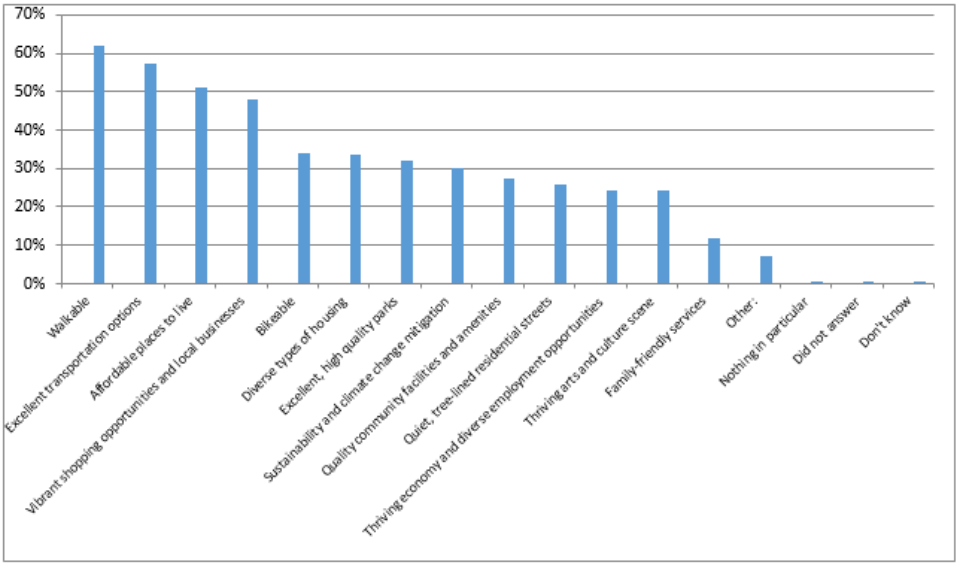


Figure 3: Results from the launch survey showing respondents' top 3 priorities for the area.

"What types of new housing do you think are most important for the Broadway Plan Area?"

1. Purpose built rental housing
2. Co-operative housing
3. Social housing

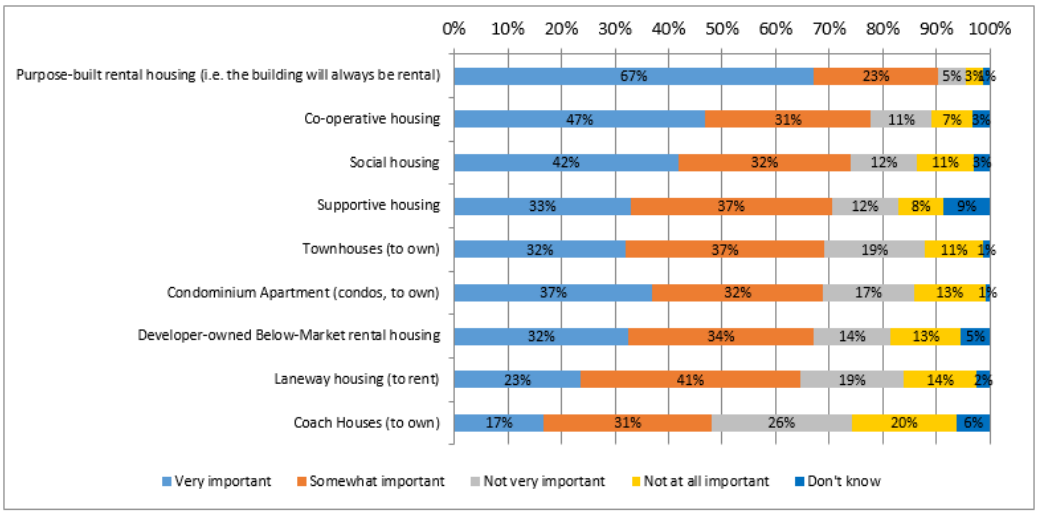


Figure 4: Results from the launch survey showing respondents' level of importance for new housing for the area and the top three responses

"Thinking about the principles as a whole…Do you agree or disagree with this statement? These are the right set of principles to guide the planning of the Broadway Plan area."

- Eighty-one per cent (81%) of survey respondents agreed that the principles presented were the right set of principles to guide the planning of the Broadway Plan area.

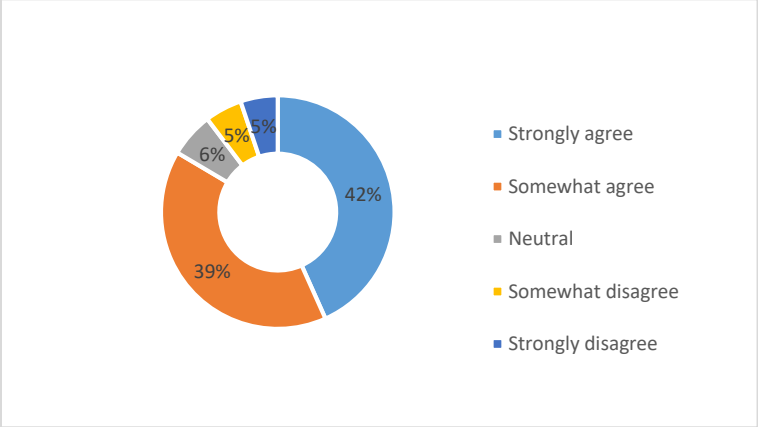


Figure 5: Results from the July 2019 survey seeking the level of agreement on the draft Broadway Plan Guiding Principles.

PHASE 2: EMERGING DIRECTIONS

Between October 2019 and April 2021, there were over 56 opportunities to engage in the Broadway Plan planning process. There were a total of 5,315 engagement touchpoints with members of the public. Part 1 of this phase was focused on engaging with groups who were under represented in Phase 1. Part 2

included focused and broad engagement on the Emerging Directions policies that introduced area wide policies and areas for growth and change. A full list of engagement opportunities, notification methods, and feedback received during this phase is summarized in the Phase 2 Engagement Summary Reports here https://shapeyourcity.ca/14107/widgets/58582/documents/39193 and https://shapeyourcity.ca/14107/widgets/58582/documents/64529



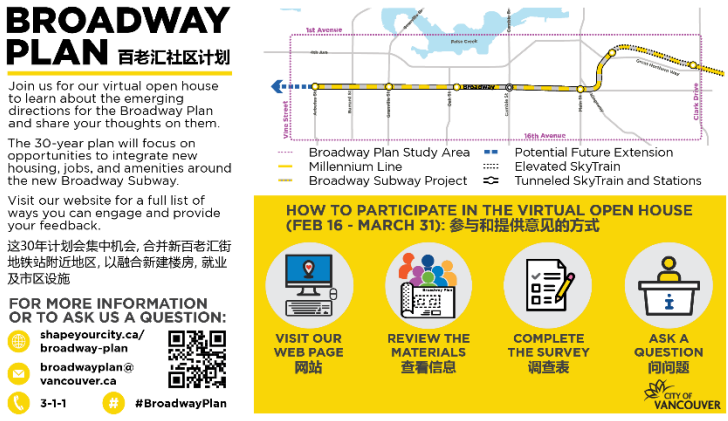
Figure 6: Summary of Phase 2 engagement events from October 2019 to December 2021.

Communication Tactics:

The communications goals during the public engagement phase transitioned from raising awareness to encouraging people to engage and share their feedback about the emerging policy directions.

Postcard Mail Outs:

Staff distributed postcards via Canada Post notifying all residents (renters and owners), businesses and property owners in the Broadway Plan study area. 88,950 postcards were delivered.



Bus shelter ads:

Bus stop shelter ads were in place over a 6 week period notifying passersby of upcoming engagement.

Newspaper ads:

Newspaper ads were taken out in Vancouver is Awesome and The Georgia Straight advertising Broadway Plan Emerging Direction engagement.

Listserv:

The Broadway Plan email list and Rental Housing email list were used during this phase of engagement as a way to keep the public up to date on engagement opportunities, council notifications and, updates on timeline changes. 1,687 people were registered to receive emails from the Broadway Plan team at this point in the process. 1,340 people were registered to receive emails from the Rental Housing team.

Social media outreach:

Social media was used to help expand our outreach, providing another platform for the public to create, share or exchange ideas and issues related to the Broadway Plan study area. A total of 576,499 impressions and 14,535 engagements were made across all of the City of Vancouver's social media channels (Facebook, Instagram, and Twitter).



Translated Highlights Booklet:

The highlight booklets were translated into Simplified Chinese, Arabic and Spanish. Hardcopies of the booklets were distributed through Mount Pleasant Neighbourhood House, the Vancouver Public Library, and Mosaic. Digital versions of the booklets were also shared on the project website.

Video:

To build awareness, a narrated presentation was created to provide an overview of the Emerging Directions in an audio and visual format. The intention of this video was to provide an opportunity for members of the public to review a summary of the policy directions on their own time in case they were unable to attend a workshop or open house event. This video was shared on ShapeYourCity.

Engagement Opportunities:

Virtual Open House on ShapeYourCity:

The Broadway Plan's page hosted the virtual component of the Emerging Directions open house. The webpage housed all of our documents and included information on the planning process, engagement tools, engagement opportunities, and hosted all the relevant background documents from the current and previous phases. The website had over 15,500 visits and 1,250 documents downloaded.

Emerging Directions Neighbourhood Workshops:

The purpose of the virtual workshops was to focus on the Emerging Directions, covering different neighbourhoods of the Broadway Plan, as well as different topic areas (Housing, Jobs and Economy and Transportation). Three workshops took a neighbourhood based approach providing greater focus on specific neighbourhoods in the context of the Broadway Plan. One workshop provided a study area wide overview of the Emerging Directions. All interested members of the public were encouraged to attend. Events were not limited to residents of a particular neighbourhood.

Each session started with an introductory presentation that provided background information and work plan update. The "Character Areas" and "subareas" for that particular neighbourhood were then introduced. This included a summary of what we heard, the areas' future role, and emerging directions. Following, staff shared information that outlined key area wide emerging directions for housing, jobs and economy and transportation. Participants and staff then went into breakout room sessions, where they were able to reflect on what they heard. Participants were encouraged to share their thoughts on important considerations, and ideas and opportunities for improving the Emerging Directions. The following questions were provided to help guide discussion:

- What are your thoughts of the emerging directions?
- Are there any specific emerging directions that stand out to you? What about them stands out?
- Is there anything that you think is missing?

After the breakout room sessions, there was a Question and Answer period. Participants had the opportunity to ask staff clarifying questions or for more information about a particular topic.

Renter Roundtables:

The Broadway Planning Team partnered with staff from the City's Renter Office in Homelessness Services and Affordable Housing Programs who provided insight about renter issues and supported facilitating discussions. The purpose of the roundtable discussions was to focus on rental housing in relation to the Broadway Plan and to hear directly from current renters about their experiences and ideas for the future of renting in the neighbourhoods. Topics included creation of new rental housing, protecting existing secure rental housing, renter protections and mitigating displacement impacts. The roundtable took a neighbourhood based approach with each session focusing on one of three Broadway Plan neighbourhoods. All interested members of the public were encouraged to attend and not limited to residents of a particular neighbourhood.

Ethnocultural Business Engagement:

The Broadway Plan team contracted Hua foundation to complete a series of interviews with ethnocultural businesses located within the Broadway area to learn about the unique concerns and challenges of small and independent businesses and to better understand actions the city can take to improve small business viability. Hua foundation canvassed 40 businesses and carried out 15 interviews over the span of a three month period between December 2019 to February 2020.

Hua foundation intentionally selected interviewees with a diversity of backgrounds and who represented a mix of business sectors including food service, retail, arts and culture and recreation. For the purposes of this study, ethnocultural was defined as businesses belonging to a specific ethnic or cultural group. While this term is problematic in nature, the intention for the use of the term was to recognize systemic barriers that limit equitable participation of many business owners/ operators in city processes and to further the city's understanding about how these barriers may influence the operation of small and independent

businesses in Vancouver. Lastly, this work provided recommendations for actions the city can take to support small businesses.

Workshops, Interviews and Focus Groups with Business owners, operators, employees, and BIAs:

Staff conducted a series of workshops, interviews and informal conversations with employees, small businesses, BIAs and BIA members throughout the fall of 2019 and winter of 2020. These discussions were intended to engage with businesses in an informal setting and on a timeframe that worked for them. The intent of these conversations was to gain key insights into the concerns and challenges felt by businesses and gather ideas for improvement through the Broadway Plan.



Employment and Job Space Expert Panel:

A group of experts was brought together for a panel discussion to help explore and inform the locational preferences needed to locate additional employment capacity in the Broadway Plan study area over the next 30 years. Panel members included representatives from real estate and development, economic development, hotel and tourism, healthcare, technology, and academia.

Community Serving Spaces Workshop:

Thirty participants representing 16 places of worship and 4 nonprofit organizations attended a Broadway Plan workshop, ranging from board members, pastors, trustees, administrators, and elders whose congregation or nonprofit organization falls within or are just outside the study area. The purpose of the workshop was to speak with property owners of community-serving spaces on the service needs, gaps, and trends of the respective communities they serve. It was also to build awareness among workshop participants about the emerging directions of the Broadway Plan, the alignment of community-serving spaces with the City's Healthy City Strategy (HCS) goals, and to capture any ongoing challenges and opportunities related to community-serving spaces or facilities.

Non-Profit Workshop:

Thirteen attendees representing nine social-serving nonprofits attended a Broadway Plan workshop, ranging from Executive Directors, Operations Managers and Program Managers that: operate a social facility within the plan area; offer programs and services within the plan area; and/or are located outside of the study area but serve populations that live or work within the Broadway area. The purpose of the workshop was to speak with social service providers on the service needs, gaps, and trends of respective communities they serve within the Broadway area. It was also to capture any ongoing challenges and opportunities related to social serving spaces or facilities.

Mount Pleasant Neighbourhood House Workshops:



City of Vancouver staff collaborated with Mount Pleasant Neighbourhood House (MPNH) to reach out to various diverse community groups who may not traditional participate in civic engagement opportunities. MPNH facilitated workshops with their existing community groups by organizing virtual meetings and spreading Broadway Plan information in the community. This collaboration allowed for deeper engagement with the Mount Pleasant community and the Neighbourhood House's user base. Below is a list of the community group workshops:

- English Class Participants / Newcomers Group
- Arabic speaking women
- General public and families with young children
- Chinese Seniors

MPNH generously provided translation for meetings where English may have been a secondary language. Translated booklets were also provided in both hardcopy and digital format in advance of each session.

Participants were encouraged to ask questions and share comments at the end of every section that was discussed. They were also asked for their thoughts on important considerations, ideas and opportunities for improving the Emerging Directions. The following questions were provided to help guide discussion:

- What are your thoughts of the emerging directions?
- Are there any specific emerging directions that stand out to you? What about them stands out?
- Is there anything that you think is missing?

Youth Engagement Strategy:

In an effort to involve more youth in the Emerging Directions engagement, the Broadway Planning Team partnered with CityStudio and Langara College Applied Planning students to create and implement a youth engagement strategy. 21 students were divided into three groups, each covering one of the three Broadway Plan neighbourhoods (Kitsilano, Fairview and Mount Pleasant). Their primary engagement objective was to generate awareness and gather feedback from youth aged 13 to 30 years old who live, work, and play in the Broadway Plan study area. Additionally, they were also tasked with generating interest and involvement in a Virtual Youth Workshop.

Planning 101s:

City staff visited 5 classrooms in the Broadway area to provide students with a Planning 101 lesson on urban planning as a profession, planning in the City of Vancouver and the Broadway Plan. Broadway

Team members first gave a presentation on city buildings and planning to date for the Broadway Plan Study Area followed by a group brain storming activity where students were asked to “be planners” and share their ideas for parks, transportation, housing, climate resilience and public serving spaces.

Vancouver Native Education College Workshop:

Illustrated by Michelle Buchholz



Staff hosted a workshop at the Vancouver Native Education College which had over 50 students and staff members participate. The discussion focused on the experience of Native Education College students living, working or going to school in Vancouver and challenges and opportunities to inform ongoing planning processes. The City of Vancouver is very grateful for the number of people who attended and gave input at the lunch time discussion on the future of Vancouver. The following questions guided discussion:

- Tell us about what Vancouver Native Education College Means to you and people you know.
- Tell us about your experience working, living, or going to school in Vancouver—What’s the best part? What makes it hard?
- Tell us about where you see yourself after graduation. What factors will affect how Vancouver might fit into your plans?

Streets and Public Life Workshops:

To advance the technical work on the transportation network planning and Broadway Street design, City staff conducted three workshops in Mount Pleasant, Fairview, and Kitsilano. Attendees were asked about their current transportation habits and public space needs. Information was collected on how movement and public realm could be improved through the Broadway planning process.

Broadway Subway Open Houses:

Staff attended workshops hosted by the Broadway Subway team to share information about the Broadway Plan and answer questions from community members.

Pop-ups:



neighbourhood pop ups were held in local businesses and public spaces to promote the Broadway Plan, actively listen and learn from Vancouverites, and promote public dialog with citizens who do not usually engage in civic processes.

Office Hours:

The project team was available for office hours to answer questions from members of the public about the Broadway Plan and the emerging directions. Sign up was available for a one-hour time window during which participants received a phone call from a staff member to answer questions and receive feedback about the Broadway Plan.

#MyBroadway Postcards:

Postcards were made available in-person at local businesses and distributed by staff through the commercial districts of the plan area (Main Street, Broadway, South Granville and Kitsilano). The postcards were also made available on the project website and social media for public feedback. Respondents were asked to describe their priorities and ideas for housing, vibrancy, streetscape and attaining their daily needs in the community.



Stakeholder and Community Meetings:

Stakeholder and community meetings were organized to learn more about the interest, ideas and opportunities and feedback on the Emerging Directions.

Key Feedback Themes:

Based on the Emerging Directions Survey responses, as well as the other engagement activities, the key qualitative feedback themes on the Emerging Directions can be summarised as follows:

- Significant interest in **ensuring affordability and providing diverse housing** options for people at every stage of life. This was followed by mention of redevelopment of older housing units.
- There was significant interest in **protecting and adding diverse businesses**. Many support limiting or maintaining building heights and enhancing public life elements (parks, green space and other public spaces).
- **Community amenities** such as additional green space, parks, gardens, and childcare should be increased in the area. Particular interest in providing increased access to public washrooms in public spaces, particularly in parks.
- **Mixed opinions about increased height and density**. Many support limiting or maintaining building heights in the Villages, increasing density in the Centres, and mixed views on increasing density in Residential Areas.
- **Enhancing active modes of transportation** such as improved walkability, widening sidewalks and adding bike lanes. There were concerns over eliminating vehicle access, local traffic and need for additional parking.
- There was overall preference for **maintaining protected views** such as views of the mountains.
- Support for adding **additional job space and diversifying the types of jobs** in the area.
- Significant interest in **supporting small businesses** through taxation reforms, City-led small business supports, flexible zoning and by-laws, reducing barriers for pop-up vending and public space activations. There was also support for improving amenities for local workers.
- Strong support for **widening sidewalks on Broadway** for enhanced walkability. Strong desire expressed for enhanced cycling infrastructure on Broadway.
- Need for more **affordable studio and performance spaces** for artists. This was followed by more entertainment venues, events, and celebrations.

Talk Vancouver Survey:

The Talk Vancouver survey (on-line and in-person) was open from February 16 to March 21 and 2,608 responses were received in total. Below is a summary of the quantitative results.

We asked "Overall, what do you think of the emerging directions…" for each subarea in Kitsilano.

- On average, 72% of survey respondents indicated that the emerging directions reflected "very well" or "fairly well" what they'd like to see for Kitsilano.

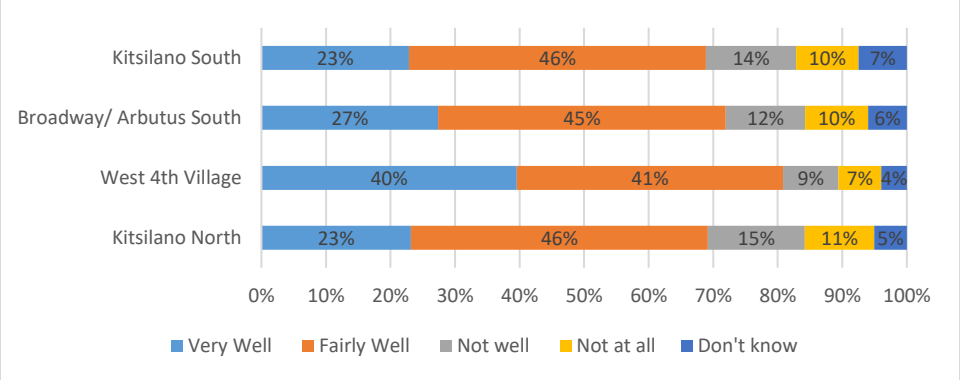


Figure 7: Results from Phase 2 survey showing level of support for Kitsilano sub-areas.

We asked "Overall, what do you think of the emerging directions…" for each subarea in Fairview.

- On average, 69% of survey respondents indicated that the emerging directions reflected "very well" or "fairly well" what they'd like to see for Fairview.

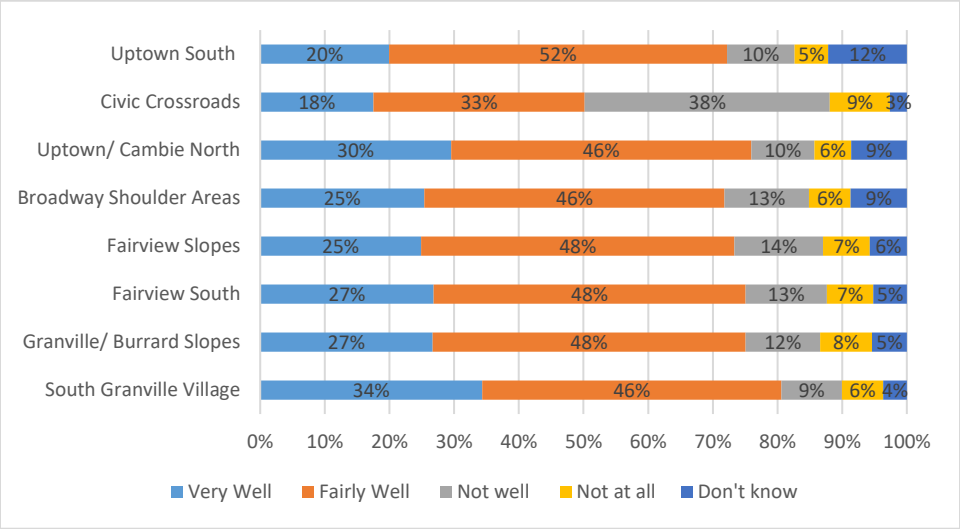


Figure 8: Results from Phase 2 survey showing level of support for Fairview sub-areas.

We asked "Overall, what do you think of the emerging directions…" for each sub-area in Mount Pleasant.

- On average, 77% of survey respondents indicated that the emerging directions reflected "very well" or "fairly well" what they'd like to see for Mount Pleasant.

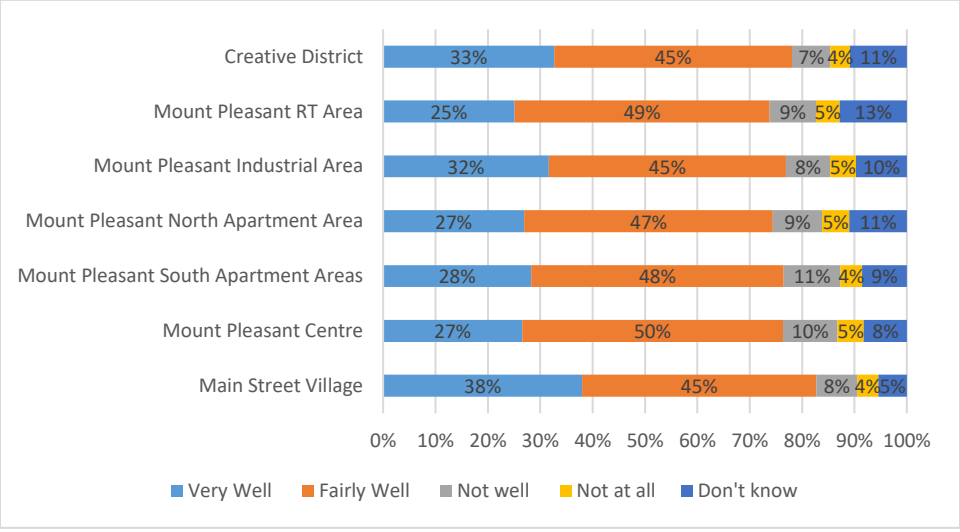


Figure 9: Results from Phase 2 survey showing level of support for Mount Pleasant sub-areas.

As part of the Emerging Directions, area-wide policy directions were introduced by topic. Figure 10 shows the level of support for area-wide policies for Phase 2.

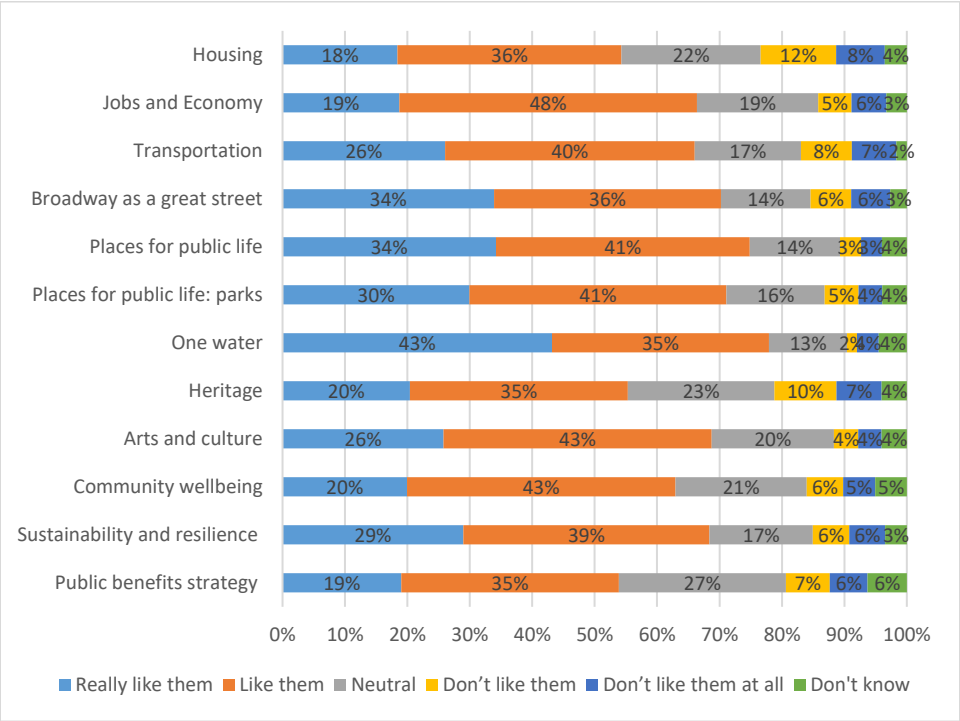


Figure 10: Results from Phase 2 survey showing level of support for area-wide policies.

Phase 3: Refined Directions

Between May and December 2021, there were over 19 opportunities to engage in the Broadway Plan planning process. There were a total of 4,527 engagement touchpoints with members of the public. The intention of this phase of engagement was to take a deeper dive with more detailed policy directions for land use, built form and select topics for the Plan. A summary of the Broadway Plan: Phase 3 Engagement Summary Report is available here https://shapeyourcity.ca/14107/widgets/58582/documents/74951



Figure 11: Summary of Phase 3 engagement events from November 2021 to December 2021.

Communications Tactics:

Opportunities for public feedback were intended to build awareness and encourage the public to share their feedback. Particular focus was placed on promoting and testing new thinking on policy directions.

Newspaper ads:

Newspaper ads were taken out in Vancouver is Awesome and The Georgia Straight advertising Broadway Plan Refined Direction engagement.

Listserv:

The Broadway Plan and Rental Housing email lists were used during this phase of engagement as a way to keep the public up to date on engagement opportunities, council notifications and, updates on timeline changes. 1,687 people were registered to receive emails from the Broadway Plan team at this point in the process. 1,340 people were registered to receive emails from the Rental Housing team.

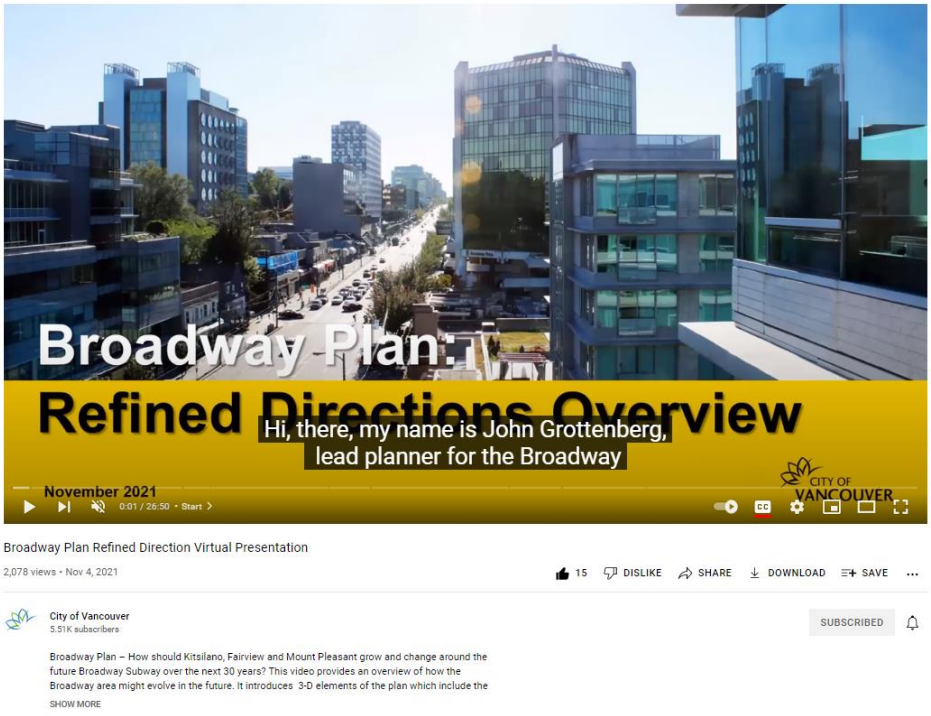
Social media outreach:

Social media was used to help expand our outreach, providing another platform for the public to create, share or exchange ideas and issues related to the Broadway Plan study area. A total of 365,868 impressions and 10,308 engagements were made across all of the City of Vancouver's social media channels (Facebook, Instagram, and Twitter).



Video:

To build awareness, a narrated presentation was created to provide an overview of the Refined Directions in an audio and visual format. The intention of this video was to provide an opportunity for members of the public to review a summary of the policy directions on their own time in case they were unable to attend a workshop or open house event. This video was shared on ShapeYourCity and the City of Vancouver's Youtube channel and received 1,422 views.



Engagement Opportunities:

Virtual Open House on ShapeYourCity:

The Broadway Plan's ShapeYourCity page hosted virtual component of the Refined Directions open house. This tool was critical to collect questions as well as share documents and information with the public. The webpage housed all of our documents and included information on the planning process, engagement tools, engagement opportunities, and hosted all the relevant background documents from the current and previous phases. During Phase 3, the website had over 7,400 visits.

In-Person Open House:

Three in-person open houses were hosted during the engagement period in CityLab. Information boards outlining the Refined Directions were presented. Staff were available to answer questions from members of the public. Paper copies of surveys were also made available for those who wanted to submit feedback. 323 members of the public attended.



Refined Directions Neighbourhood Workshops:

The purpose of the workshops was to focus on the Refined Directions covering land use and built form of the Broadway Plan. Three workshops took a neighbourhood based approach providing greater focus on specific neighbourhoods (Kitsilano, Fairview and Mount Pleasant) in the context of the Broadway Plan. All interested members of the public were encouraged to attend. Events were not limited to residents of a particular neighbourhood.

Each session started with an introductory presentation that provided background information and work plan update. The “Character Areas” and “subareas” for that particular neighbourhood were then introduced. This included a summary of what we heard, the areas’ future role, and Refined Directions. Participants and staff then went into breakout room sessions, where they were able to discuss what they heard. Participants were encouraged to share their thoughts on important considerations, and ideas and opportunities for improving the Refined Directions. The following questions were provided to help guide discussion:

- What brought you to these workshops?
- What parts of the Refined Directions are you excited about?
- What parts of the Refined Directions are you concerned about?
- Is there anything that you think is missing? After the breakout room sessions, there was a question-and-answer period.

Participants had the opportunity to ask staff clarifying questions or for more information about a particular topic.

Rental Housing Workshops:

Three rental housing workshops were held to hear directly from various members of the Vancouver community about their experiences regarding renting in the Broadway area. In each workshop, policies surrounding the creation of new rental housing, protecting existing secure rental housing, renter protections, and mitigating displacement impacts were discussed. The three workshops included:

- Renters Roundtable
- Non-Profit Housing Workshop
- Renters Technical Roundtable

Public Life Workshop:

The public life workshop was an opportunity for the public to share in the visioning for what the public realm could look like in the Broadway Plan area. After a short presentation about the Refined Directions, participants joined different breakout room sessions to discuss various aspects of the draft public realm framework and to explore what various public spaces should include. The four key public spaces examined in this workshop included: high street hubs, park expansion, smaller parks and greenways, and larger blue-green systems. A question and answer period followed these breakout room sessions to allow for the public to ask staff questions and to seek clarification regarding the Refined Directions.

Pop-ups:

Neighbourhood pop ups were held in community serving spaces and public spaces to promote the Broadway Plan, actively listen and learn from Vancouverites, and promote public dialog with citizens who do not usually engage in civic processes.

Office Hours:

The project team was available for office hours to answer questions from members of the public about the Broadway Plan. Sign up was available for a one-hour time window during which participants received a phone call from a staff member to answer questions and receive feedback about the Broadway Plan.

Stakeholder and Community Meetings:

Stakeholder and community meetings were organized to learn more about the interest, ideas and opportunities and feedback on the Refined Directions.

Refined Directions Highlights Booklet:

The highlight booklet provided a summary of the policy directions introduced during this phase of engagement. It included a summary of the areas for growth and change and key policy areas. Staff worked together with the Vancouver Public Library to distribute over 450 booklets at the Mount Pleasant, Firehall, and Kitsilano Branches. Booklets were also shared on the project's ShapeYourCity website.

Key Feedback Themes:

Based on the Refined Directions Survey responses, as well as the other engagement activities, the key qualitative feedback themes on the Refined Directions can be summarised as follows:

- Would like more **green spaces, parks, urban and community gardens**.
- Provide more **amenities** schools and childcare, healthcare, food outlets, bike paths, recreation and sports, and facilities for seniors.
- Mixed opinions about increased **height and density**, particularly in residential areas. Interest in increased density near transit and dispersing density into other areas, including low density areas. Concerns about the impact of high rise buildings on neighbourhood character, views and

light, and sense of community for residents, with some preferring a mix of heights, with new low to mid rise buildings.

- Preserve significant **heritage** and preserve or restore very old buildings.
- Concerns about changes to availability of **street parking** needed by seniors and people with disabilities, and convenient for visitors to the area.
- **Support for the plan for streets** as better public places, greenways, improved walkability, and positive shift towards other modes of transport. Better public transit and access for cars is needed.
- Protect **industrial and employment areas**, encourage business growth, and support independent and small local businesses.
- **Encourage complete communities.** Support for the integration of housing, employment, commercial and industrial spaces, to create complete neighbourhoods.
- Strong support for enhanced **tenant protections and assistance** alongside new land use policy such as **right to return**, temporary **rent top-ups**, and a **greater range of rental and non-market** rental housing options in all neighbourhoods within the Plan area.
- More arts and culture wanted, and **affordable space and housing for artists**.
- Concerns about **displacement of existing tenants** and uncertainties about the re-housing guarantee and availability.
- **Support for small-scale shops and services.** Interest in seeing commercial uses like cafes/coffee shops, small grocery stores, restaurants and farm stands or markets located at various locations in primarily residential neighbourhoods.

Talk Vancouver Survey:

The Talk Vancouver survey (on-line and in-person) was open from November 4 to December 3 and 2,042 responses were received in total. Below is a summary of the quantitative results.

We asked "Generally, do you feel the directions…meet the current and future needs of the community?" for each Character Area.

- An average of 69% of survey respondents responded "Yes, Definitely" and "Yes, Somewhat" to the question, "Generally, do you feel the directions … meet the current and future needs of the community?"

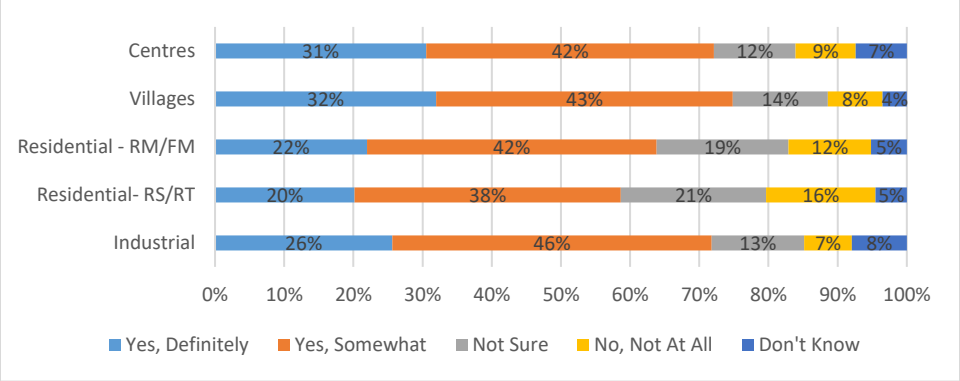


Figure 12: Results from Phase 3 survey showing level of support for Character Area policy directions.

We asked, "Where should higher buildings be allowed to enter views 3.1 and 3.2.4a, generally along Broadway between Oak and Main streets?" We asked participants to rank which policy directions they would like from the most to least.

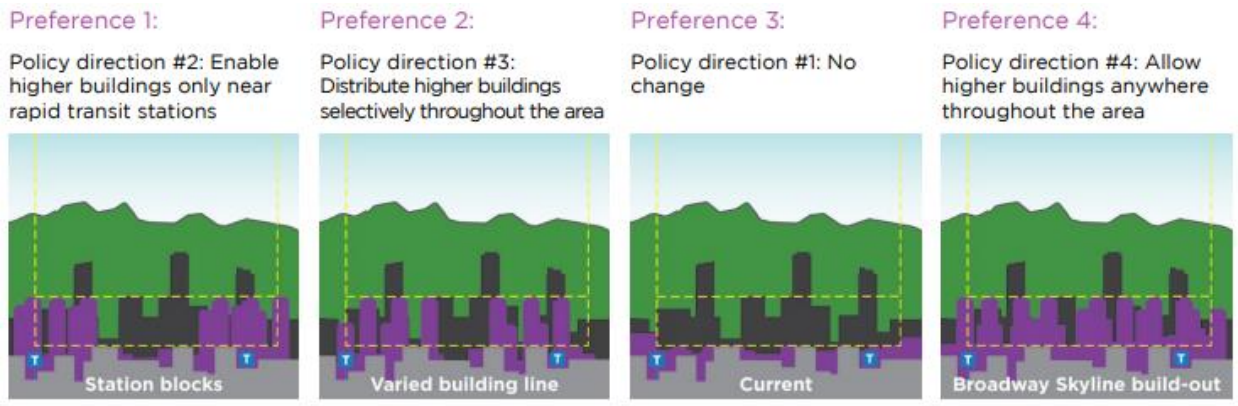


Figure 13: Results from Phase 3 survey showing preference for where higher buildings should be allowed to enter 3.1 and 3.2.4a view cones.

For each subarea, we shared the "big moves" (summary of the key policy directions). We asked "What do you think of big moves" for each subarea in Kitsilano.

- On average, 57% of survey respondents indicated that they "like" or "really like" the policy directions for Kitsilano.

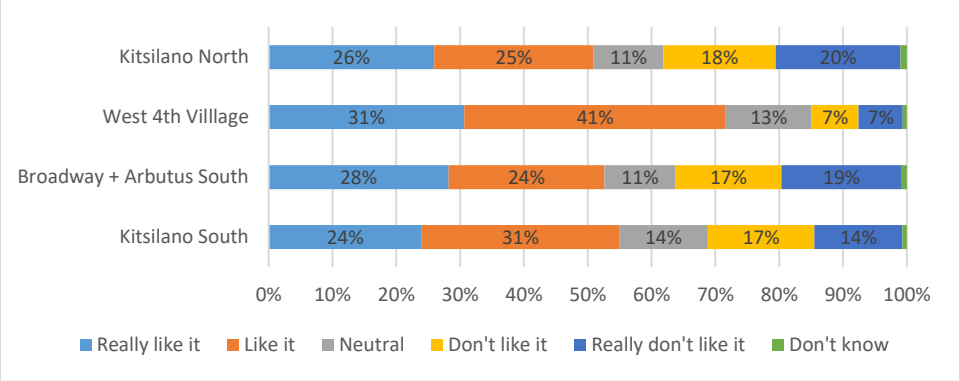


Figure 14: Results from Phase 3 survey showing level of support for Kitsilano sub-areas.

For each subarea, we shared the "big moves" (summary of the key policy directions). We asked "What do you think of big moves" for each subarea in Fairview.

- On average, 61% of survey respondents indicated that they "like" or "really like" the policy directions for Fairview.

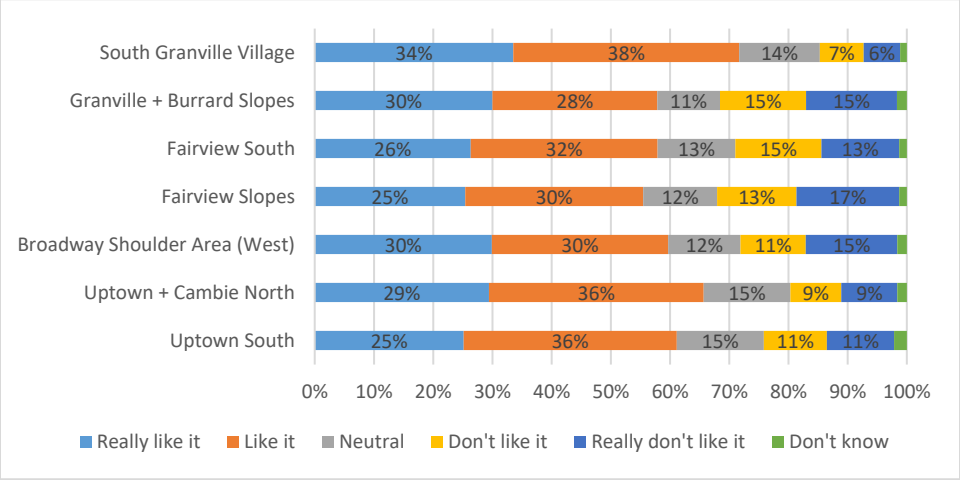


Figure 15: Results from Phase 3 survey showing level of support for Fairview sub-areas.

For the Granville Loop within Fairview, we asked "Thinking about the future of the Southwest Granville Loop, what uses would you prioritize for the site to help meet the needs of the community?" We asked respondents to rank their preferences. Below are the average results.

1. Public open/green space
2. Affordable housing
3. "Gateway" feature
4. Local-serving commercial
5. Community amenities

For each subarea, we shared the "big moves" (summary of the key policy directions). We asked "What do you think of big moves" for each subarea in Mount Pleasant.

- On average, 65% of survey respondents indicated that they "like" or "really like" the policy directions for Mount Pleasant.

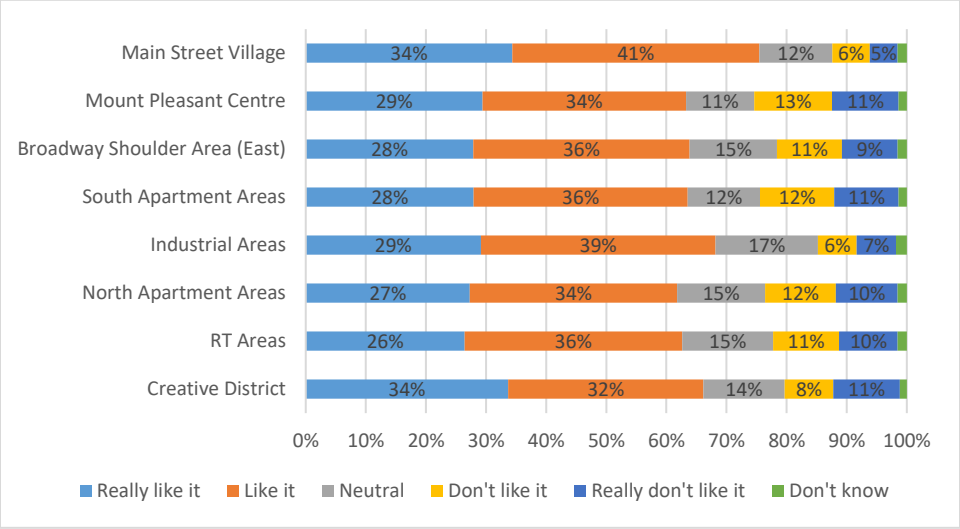


Figure 16: Results from Phase 3 survey showing level of support for Mount Pleasant sub-areas.

Existing renters impacted by redevelopment have the right to return to the new building at rents comparable or lower than their previous rents.

- Sixty-eight per cent (68%) of survey respondents "strongly agree" or "somewhat agree" with the proposed right to return policy directions.

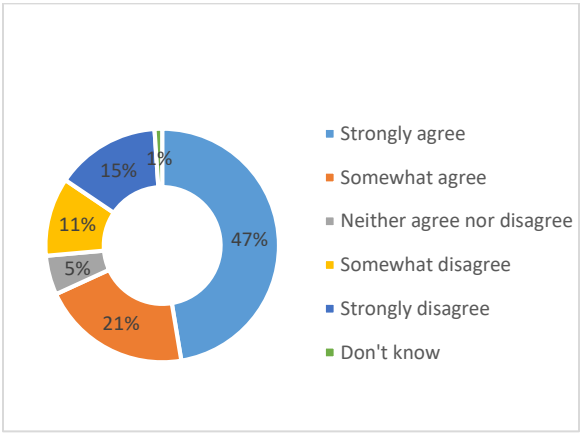


Figure 17: Results from Phase 3 survey showing level of support for right to return policy direction.

Existing renters impacted by redevelopment should receive a temporary rent top-up during the period when they are in an alternate accommodation while the new building is constructed. This would bridge the gap between their existing rent and any rent increases

- Sixty-five per cent (65%) of survey respondents “strongly agree” or “somewhat agree” with the proposed rent top-up policy directions.

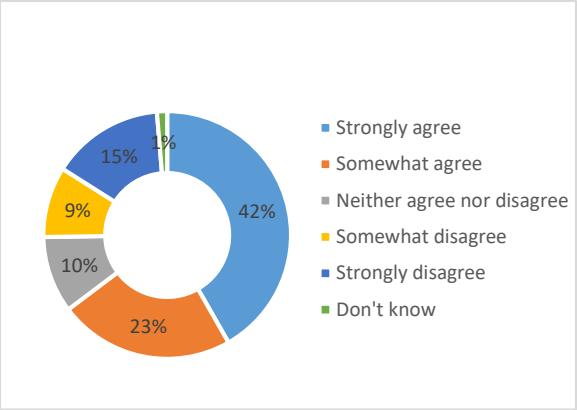


Figure 18: Results from Phase 3 survey showing level of support for rent top-up policy direction

Enable a greater range of rental (to include market and below market) and non-market housing (to include social, supportive and co-operative) options in all neighbourhoods within the plan area

- Seventy-five per cent (75%) of survey respondents “strongly agree” or “Somewhat agree” with the enabling a greater range of rental options in all neighbourhoods within the plan area.

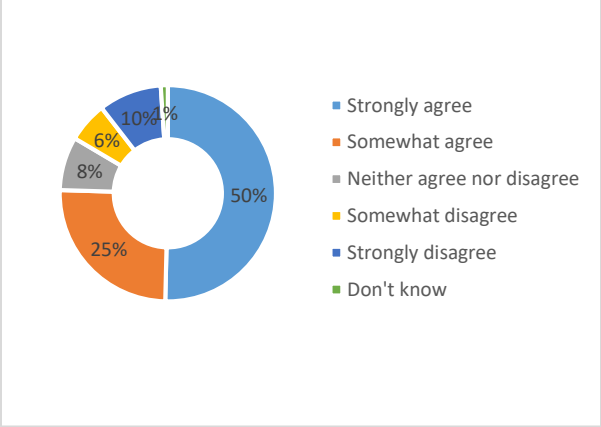


Figure 19: Results from Phase 3 survey showing level of support for housing policies regarding greater range of rental and non-market housing

Allow taller buildings in existing residential areas, which will enable new developments to permanently secure a portion of the building as either below-market rental or social housing. In general that would mean the following:

- **In existing apartment areas, 20-25 storeys for secured market rental housing with 20% of the floor area secured at below-market rates for the life of the building.**
- **In existing apartment areas, 15-18 storeys for stratified ownership housing with 20% of the floor area secured as non-profit social housing for the life of the building.**
- **In existing low-density/duplex areas, 12-18 storeys for secured market rental housing with 20% of the floor area secured at below-market rates for the life of the building.**

- Fifty-five per cent (55%) of survey respondents “strongly agree” or “somewhat agree” with allowing taller buildings in residential areas as described above.

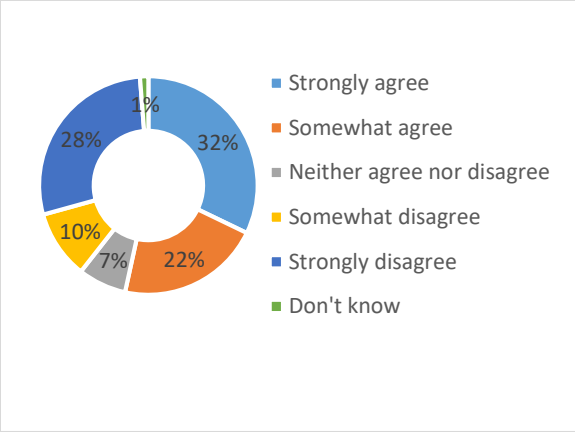


Figure 20: Results from Phase 3 survey showing level of support for taller buildings in residential areas.

Where would you like to see small-scale shops and services in primarily residential neighbourhoods?

1. Intersections with arterial
2. Corner lots
3. Anywhere

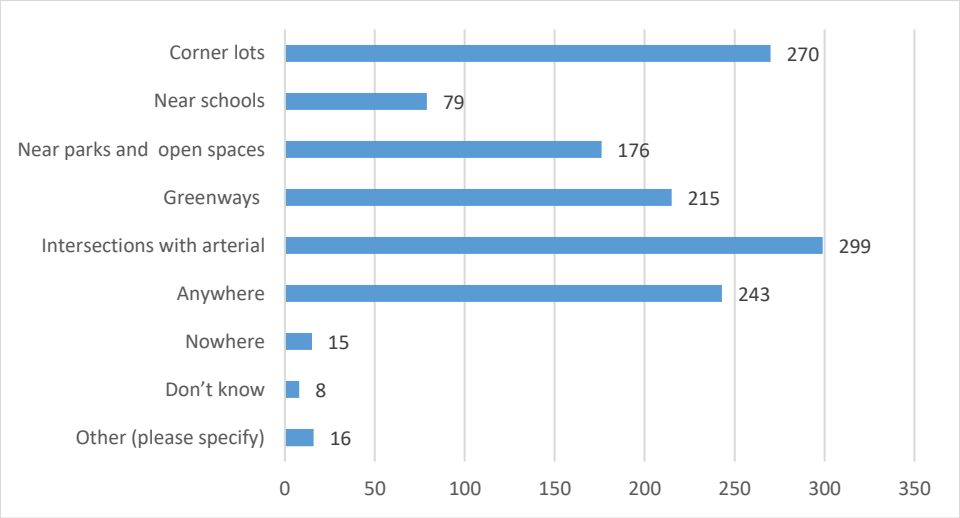


Figure 21: Results from Phase 3 survey showing preference for locations of small scale shops and services.

What types of commercial uses would you like to see in residential areas?

1. Cafes/coffee shops
2. Small grocery stores
3. Restaurants

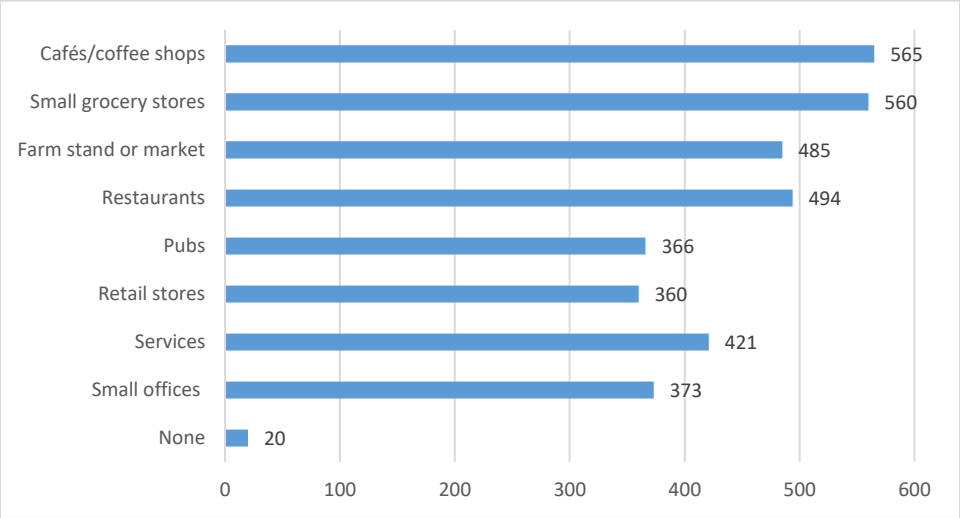


Figure 22: Results from Phase 3 survey showing preference for different types small scale shops and services.

What do you think of the priority greenway locations that have been identified?

- Seventy-seven per cent (77%) of survey respondents “really like” or “like” with the proposed priority greenway locations.

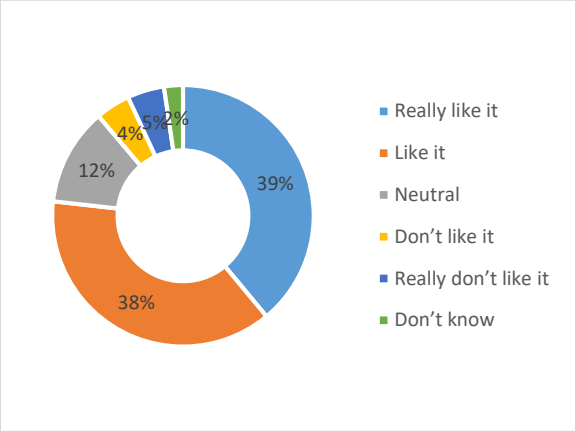


Figure 23: Results from Phase 3 survey showing support for priority greenway locations.

Generally, what do you think about “Street as better public spaces”?

- Seventy-five per cent (75%) of survey respondents “really like” or “like” with the streets as better public spaces policy directions.

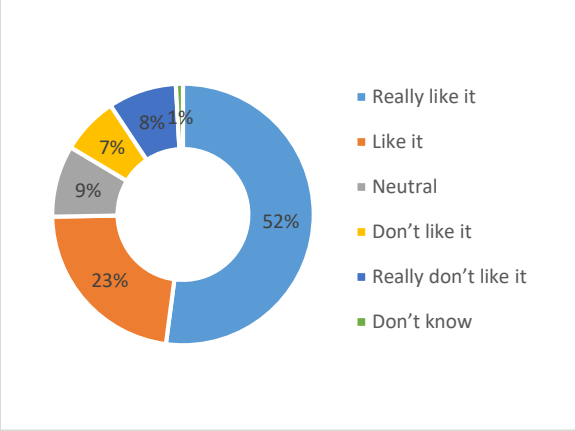


Figure 24: Results from Phase 3 survey showing support for streets as better public spaces.

What do you think about the Refined Directions for parking and curbside management?

- Fifty-five per cent (55%) of survey respondents “really like” or “like” with the proposed parking and curbside management policy directions.

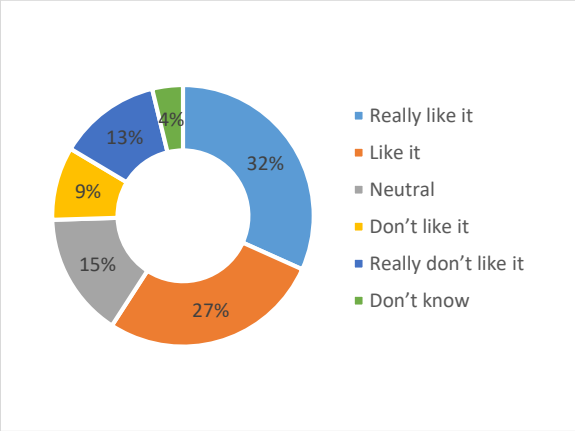


Figure 25: Results from Phase 3 survey showing support for parking and curbside management.

How do you feel about Public Realm Framework?

- Seventy-one per cent (71%) of survey respondents “really like” or “like” with the draft Public Realm Framework.

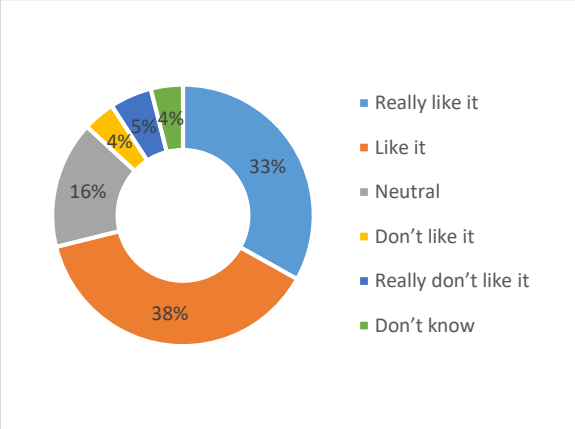


Figure 26: Results from Phase 3 survey showing support for the draft Public Realm Framework.

How important do you think these well-being supports (childcare, social facilities, food systems) are for the Broadway Area?

- Sixty-eight per cent (68%) of survey respondents thought well-being supports were “very important” for the Broadway Area.

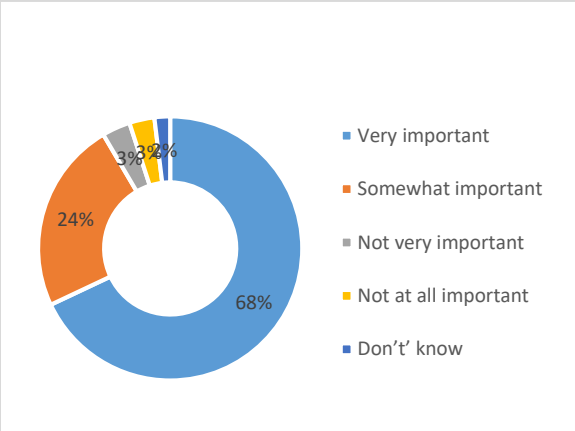


Figure 27: Results from Phase 3 survey showing level of importance for well-being supports.

To what extent do you think the proposed directions address concerns from the arts, culture and music sector?

- Forty-four per cent (44%) of survey respondents thought the arts, culture and music policy directions address concerns from the sector.

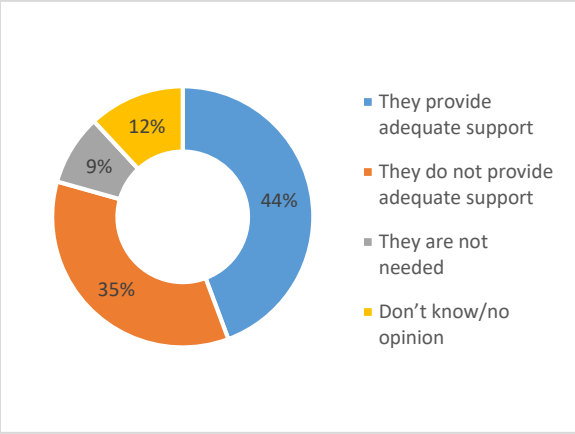


Figure 28: Results from Phase 3 survey showing level of support for arts, culture and music policy directions.

Generally, what do you think about the proposed directions for cultural spaces?

- Sixty per cent (60%) of survey respondents “really like” or “like” the policy directions for cultural spaces.

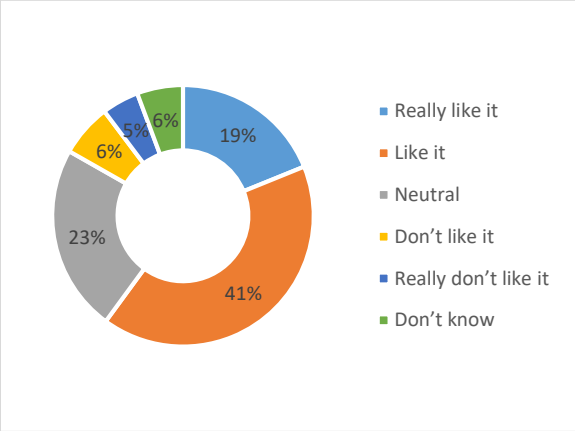


Figure 29: Results from Phase 3 survey showing level of support for cultural spaces policy directions.

The Refined Directions identify South Granville Village and the Mount Pleasant Area as priority areas for further study to determine heritage significance for consideration in the Broadway Plan. What do you think of the priority locations that have been identified?

- Forty-nine per cent (49%) of survey respondents “really like” or “like” the policy directions for heritage.

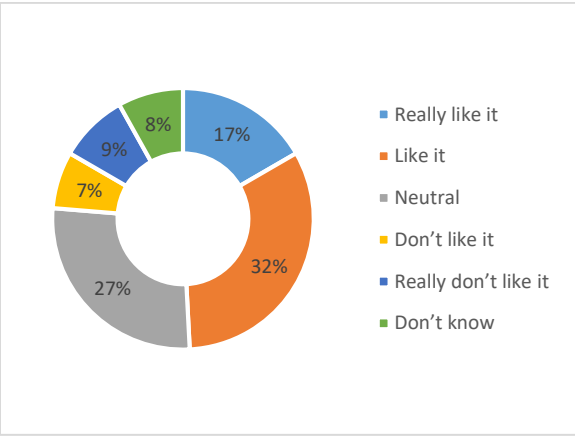


Figure 30: Results from Phase 3 survey showing level of support for heritage policy directions.

Generally, what are your priorities for these neighbourhoods (e.g. for renewal, expansion and/or new facilities) in the Broadway Plan Area? Please rank in order from most to least preferred

1. Affordable housing
2. Parks and open spaces
3. Transportation and street improvements

Kitsilano	Fairview	Mount Pleasant
1. Affordable housing 2. Parks and open spaces 3. Community facilities 4. Transportation and street improvements 5. Community centres 6. Childcare 7. Utilities and green rainwater infrastructure 8. Arts and cultural spaces 9. Food systems and urban agriculture	1. Affordable housing 2. Parks and open spaces 3. Transportation and street improvements 4. Community facilities 5. Childcare 6. Community centres 7. Utilities and green rainwater infrastructure 8. Arts and cultural spaces 9. Food systems and urban agriculture	1. Affordable housing 2. Transportation and street improvements 3. Parks and open spaces 4. Community facilities 5. Childcare 6. Community centres 7. Arts and cultural spaces 8. Utilities and green rainwater infrastructure 9. Good systems and urban agriculture

Figure 31: Results from Phase 3 survey showing use preference by neighbourhood.

Phase 4: Draft Plan

Between January and April 2022, there were over 19 opportunities to engage in the Broadway Plan planning process. There were a total of 8,310 engagement touchpoints with members of the public. The intention of this phase of engagement was to share the land use, built form, area wide policy, and public benefits strategy in greater detail. A full list of engagement opportunities, notification methods, and feedback received during this phase is summarized in the Phase 4 Engagement Summary Report: https://syc.vancouver.ca/projects/broadway-plan/broadway-plan-phase-4-engagement-summary.pdf

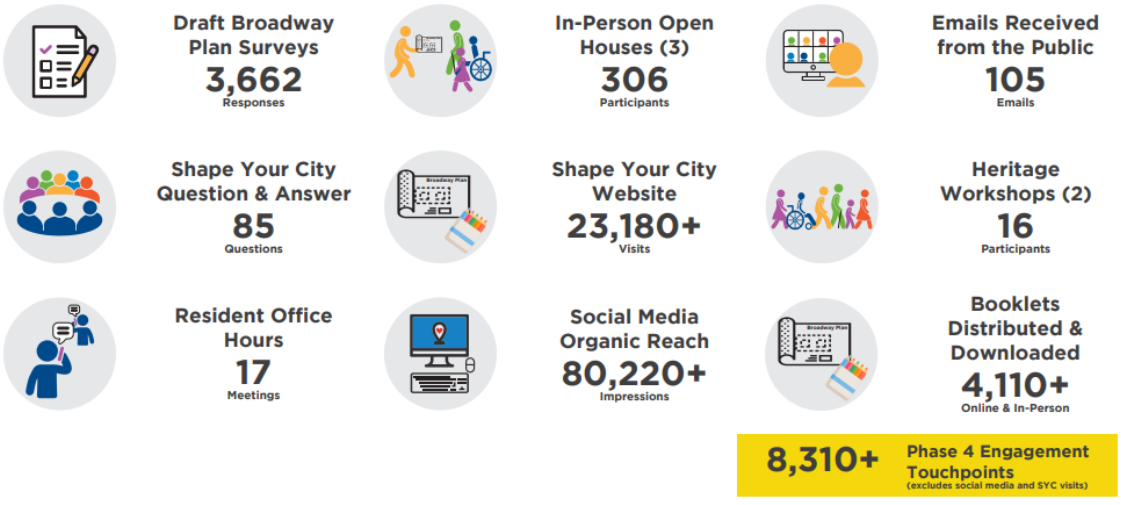


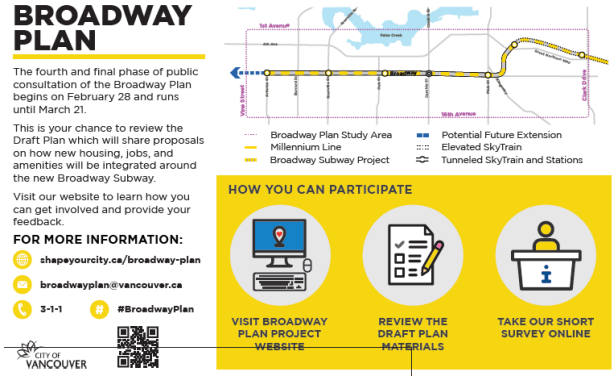
Figure 32: Summary of Phase 4 engagement events from January to April 2022.

Communication Tactics:

The communications goals during the public engagement phase focused on building awareness about the Draft Plan. The public was encouraged to share their feedback through the survey.

Postcard Mail Outs:

Staff distributed postcards via Canada Post notifying all residents (renters and owners), businesses and property owners in the Broadway Plan study area. 65,010 postcards were delivered.



Newspaper ads:

Newspaper ads were taken out in Vancouver is Awesome and The Georgia Straight advertising Draft Broadway Plan engagement.

Listserv:

The Broadway Plan email list and Rental Housing email list were used during this phase of engagement as a way to keep the public up to date on engagement opportunities, council notifications and, updates on timeline changes. 1,709 people were registered to receive emails from the Broadway Plan team at this point in the process. 1,340 people were registered to receive emails from the Rental Housing team.

Social media outreach:

Social media was used to help expand our outreach, providing another platform for the public to create, share or exchange ideas and issues related to the Broadway Plan study area. A total of 80,220 impressions were made across all of the City of Vancouver's social media channels (Facebook, Instagram, and Twitter).



Draft Plan Highlights Booklet:

The highlight booklet provided a summary of the Draft Plan. Staff worked together with the Vancouver Public Library to distribute over 1000 booklets at the Mount Pleasant, Firehall, and Kitsilano Branches. Booklets were also shared on the project's ShapeYourCity website.

Engagement Opportunities:

Virtual Open House on ShapeYourCity:

The Broadway Plan's page hosted the virtual component of the Draft Plan open house. The webpage housed all of our documents and included information on the planning process, engagement tools, engagement opportunities, and hosted all the relevant background documents from the current and previous phases. The website had over 23,180 visits and 3,110 documents downloaded.

In-Person Open House

Three neighbourhood based in-person open houses were hosted during the engagement period. Information boards outlining the Draft Plan was presented. Staff were available to answer questions from members of the public. Paper copies of surveys were also made available for those who wanted to submit feedback. 306 members of the public attended.



Climate Emergency Action Plan Amplifier Network

To help us reach a broader audience, the Broadway Plan team attended the Climate Emergency Action Plan's Amplifier Network. The intention of attending this group was to extend the City's reach by sharing key messages and opportunities and to invite greater public participation in the Broadway Plan with a group focused on sustainability, resilience and climate change issues. In this network, there were 69 individuals representing 40 organizations.

Office Hours:

The project team was available for office hours to answer questions from members of the public about the draft Broadway Plan. Sign up was available for a one-hour time window during which participants received a phone call from a staff member to answer questions and receive feedback about the Broadway Plan. 17 office hour meetings were held.

Stakeholder and Community Meetings:

Stakeholder and community meetings were organized to learn more about the interest, ideas and opportunities and feedback on the Draft Plan.

Draft Plan Highlights Booklet:

The booklets for each of the area wide policy chapters were shared online and at the in-person open houses. Staff worked together with the Vancouver Public Library to distribute over 1,000 booklets at the Mount Pleasant, Firehall, and Kitsilano Branches.

Heritage Workshops:

As part of the Draft Broadway Plan, a series of virtual workshops were held. The workshops focused on the Draft Plan policies, covering topics related to tangible and intangible heritage. The Broadway Plan's heritage consultants who helped refine and fine-tuning the heritage-related policies led and facilitated these stakeholder workshops. Feedback from these sessions was used to refine the Draft Plan.

The workshops will each cover the same overview for the Broadway Plan area and then focus on a different one of the three sub-areas of the Plan:

- Workshop 1: Kitsilano and West 4th Ave Village and Fairview and South Granville Village
- Workshop 2: Mount Pleasant and Main Street Village

Key Feedback Themes:

The key qualitative feedback themes on the Draft Plan can be summarised as follows:

- **Affordable housing** is a priority, and more is needed, but concerns about new housing not being truly affordable, thereby pricing existing residents out of the area.
- Increased **housing density** will create more diverse and vibrant neighborhoods, but concerns about the loss of neighbourhood character.
- Concerns about the impact of **high rise buildings** on livability, sense of community, light, and views.
- Like the **Great Street** concept with more pedestrian and bike space, and better connections through improved public transportation.
- **Parks** are important for quality of life, and increased density necessitates more green space than is proposed.
- Like **the arts and culture** expansion, and recommend increased funding for these spaces.
- In favour of **One Water** upgrades, but more detail is required about utilities, green infrastructure and sustainability.
- **The proposed public benefits** are appropriate and necessary, but more will be needed as population increases, especially schools and childcare places.
- Like the plan for renewal and expansion of a **community centre**, and recommend greater budget allocation for more centres.
- Concerns about **budget and costs** of public benefits, and anticipated tax increases.
- **Kitsilano:** Mixed views about increasing housing density, with some in support and some against. General support for increasing supply and diversity of housing, but concern that proposed buildings are too tall.
- **Fairview:** Support for increased housing and affordability but more is needed. Overall support for increase in housing density, but there are concerns that proposed buildings are too tall. Respondents expressed that the Plan retains neighbourhood character but there are concerns about loss of green spaces. Interest in more retail opportunities in the area.
- **Mount Pleasant:** Support increased housing density and respondents would like more. Some were concerned that buildings are too tall, while others some expressed that they may be needed. Concerns that housing will not be truly affordable. Overall support for employment areas in the neighbourhood, particularly policies that support industrial and retail uses.

Talk Vancouver Survey:

The Talk Vancouver survey (on-line and in-person) was open from March 1 to 22 and 3,662 responses were received in total. Below is a summary of the quantitative results.

"Which of these statements best captures your thoughts about the draft plan policies for…" Kitsilano, Fairview and Mount Pleasant.

- Sixty-five per cent (65%) of survey respondents "really liked' or "liked most aspects" about the draft plan policies for Kitsilano.
- Sixty-six per cent (66%) of survey respondents "really liked' or "liked most aspects" about the draft plan policies for Fairview.
- Sixty-nine per cent (69%) of survey respondents "really liked' or "liked most aspects" about the draft plan policies for Mount Pleasant.

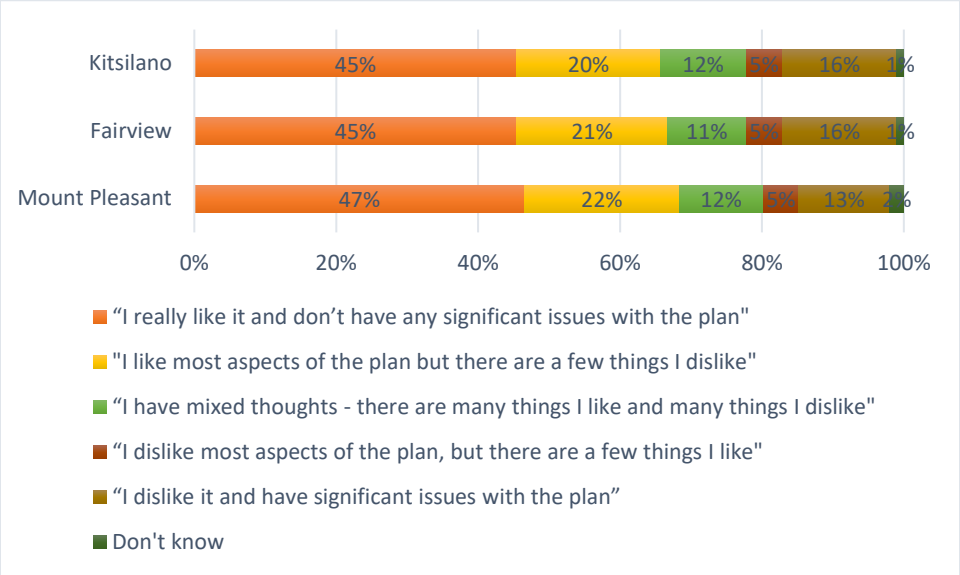


Figure 33: Results from Phase 4 survey showing level of support for the Draft Plan policies by neighbourhood.

"In general do you agree or disagree with this statement? The investments and improvements outlined in the public benefits strategy are the right ones for the Broadway Plan area."

- Sixty–two percent (62%) of survey respondents indicated that they "strongly agree" or "agree" that the investments and improvements outlined in the draft public benefits strategy are the right ones for the Broadway Plan area.

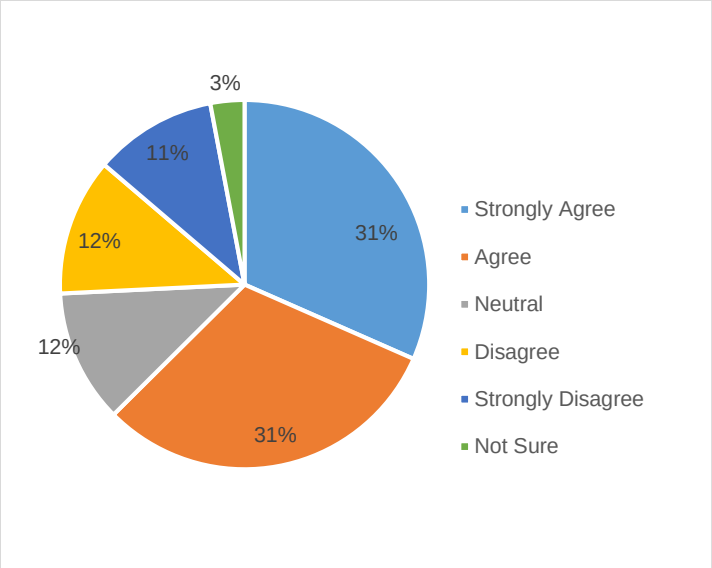


Figure 34: Results from Phase 4 survey showing level of support for the Draft Public Benefits Strategy.

"Do you think the draft Broadway Plan policies will improve the quality of life for those who live, work, play and learn in the Broadway neighbourhoods in the future?"

- Fifty-two percent (52%) of survey respondents responded "yes" when asked if they "think the draft Broadway plan policies will improve the quality of life for those who live, work and play and learn in the Broadway neighbourhoods in the future".

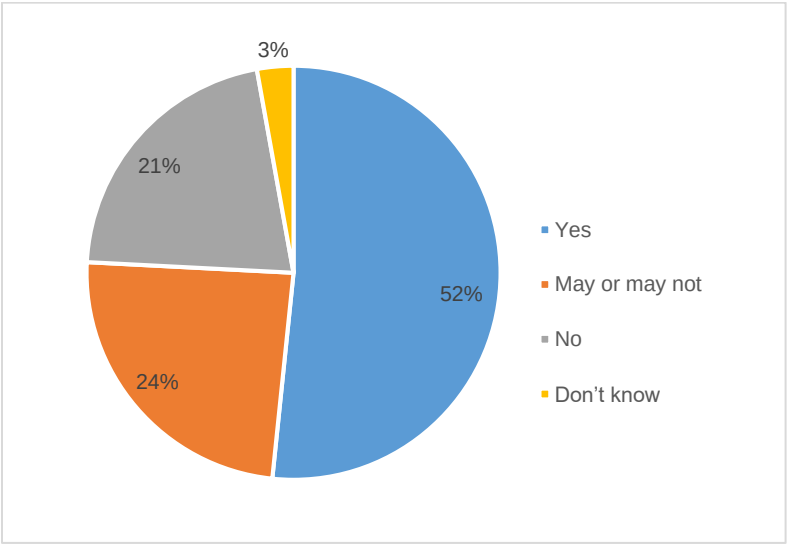


Figure 35: Results from Phase 4 survey showing level of agreement on whether the draft Plan will improve quality of life in the future.